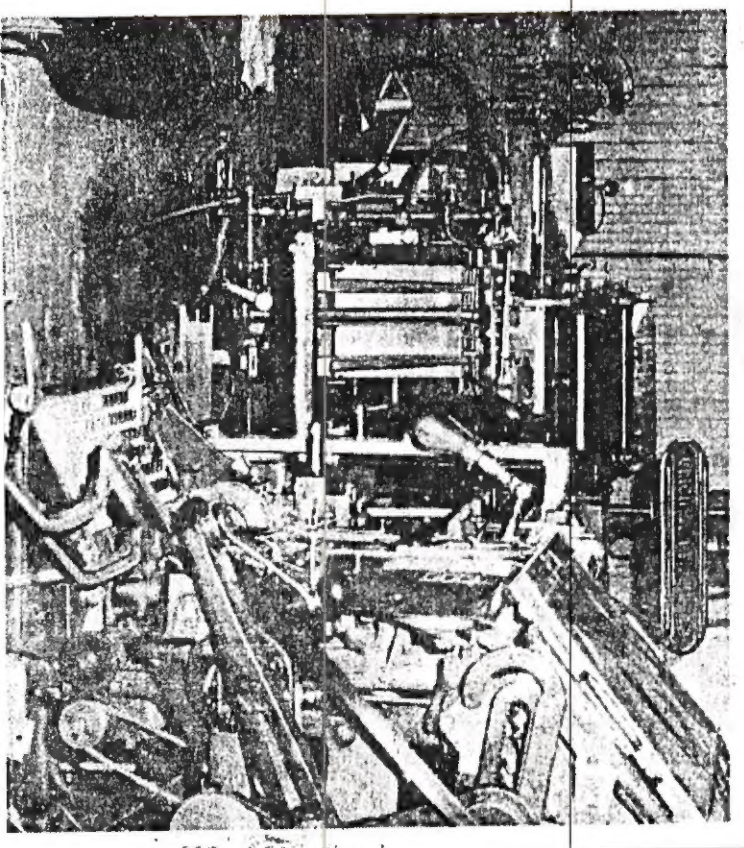


The Wave circa 1940



Wave Equipment 1940



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Add
more
pictures
of equipment
especially
1939
See Museum
in
Park City

See Museum at Park City
Wave Equip. on loan
from of Centu

The Wasatch Wave

MEMBER OF THE
UTAH STATE PRESS ASSOCIATION

National Advertising Representative
NEWSPAPER ADVERTISING SERVICE, INC.

Entered as Second Class Mail Matter at Heber City, Utah

FRANK W. MOUNTFORD, Publisher

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EDITORIALS

WE ARE AT THE CROSS-ROADS

The cross-roads are before us. The direction we now take will determine for a long time to come the future of our nation. It will determine whether this is to remain the land of the free, solvent and strong, or whether we will follow the broad road that leads the gullible by easy steps of deficit financing, profligate subsidies, inefficiency, waste, duplications, to debt, over taxation, insolvency and bondage.

We are faced with two basic objectives—economy of government and a balanced budget. Thomas Jefferson gives us some good advice, "I place economy among the first and most important virtues, and public debt as the greatest dangers to be feared. To preserve our independence, we must not let our rulers load us with perpetual debt. We must make our choice between economy and liberty or profusion and servitude." We are at the cross-roads with the present federal budget.

What shall we do? Bureaucrats are trying to sell the taxpayers the gold bricks of deficit financing in times of prosperity. We must put a brake on deficit financing or go broke. Yes, the budget should be cut. The war

^{10 May 1950}
excises should be reduced. The efficiency can be increased and waste reduced by enactment of the Hoover Commission recommendations. We demand of our representatives sound and frugal government.

School Census Increases in the 14 years from 1933-34 to 1947-48 amounted to but 652 pupils or from 149,068 to 149,720. In the last two years, however, the census jumped to 156,353 or a total of 7,285. Further increases may be expected in the next few years before a levelling off takes place. To aggravate the housing situation the average daily attendance ratio of the school census has increased from 85 to 90 percent in the period here considered.

During the past two years capital expenditures for Utah schools have reached an all-time high with \$11,934,000, an amount equal to \$1,640 for each of the 7,285 pupils added to the census since 1933-34. During the current year large capital expenditures are continued. A high level must be continued for some years.

Teachers' salaries in Utah have jumped from an average of \$1,387 in 1940-41 to \$2,012 in 1945-46 then to \$3,054 in 1948-49. Salary schedules here have in-

INDUSTRY—OIL—MARKETS—MINING

This Is the Mountain West

Heber People Sincere
In Calling Valley
'Paradise of Rockies'

By TED CANNON

Deseret News-Telegram Associate
Editor and Columnist

Coming out of a raging blizzard into sun-swept, glistening Heber Valley with Deer Creek at the south and reflecting the deep blue winter sky and majestic Mt. Timpanogos rising up in the west, a traveler is inclined to agree with the local boosters who term their valley the Paradise of the Rockies.

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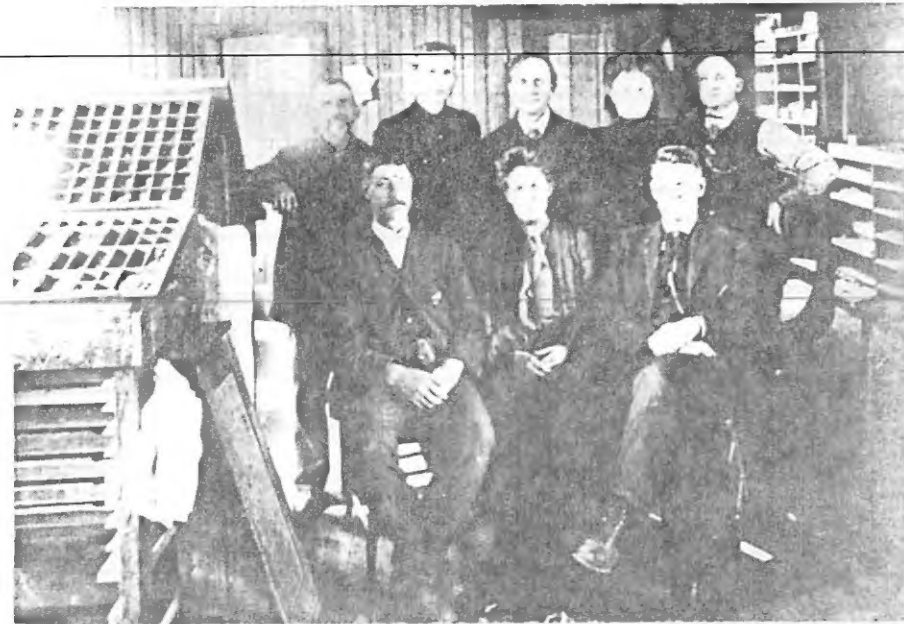
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... AND THE BARREN PLACE IS A FRUITFUL FIELD

171



The staff of the Wasatch Wave, pictured here in 1889, included Front row, left to right, George Barzee, Pearl Buys and William Buys. Back row, Ephraim McMillan, Daniel McMillan, Joseph A. Murdock, Lucinda Buys and George A. Fisher. The newspaper has been published continually since 1889.

PUBLISHING

Underlying the growth of nearly all Heber business firms has been the support of the community newspaper, the Wasatch Wave. Someone once said that the formula for business success was "Early to bed, early to rise, work like the devil and advertise." The opportunity for merchants to advertise their goods or services came in the pages of the newspaper, and certainly helped in no small way to expand community business.

The newspaper was first published in 1889 in the north room of the Court House. William H. Buys, the owner, editor and manager of the paper, worked feverishly to bring the first issue into being. The hand-set, Cheltenham light-face type had arrived late from Salt Lake City and Mr. Buys burned a lot of midnight oil to get the type set and the issue ready for the March 23, 1889 publication date.

The biggest news in the four-page first issue, of course, was the birth of the paper, which Mr. Buys said was "but a tiny ripple on the great ocean of journalism." It may have seemed "tiny" then, but the newspaper has grown in size and in service until it is considered one of the state's best weekly newspapers today.

LITHOGRAPHED IN U. S. A.

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HOW BEAUTIFUL UPON THE MOUNTAINS



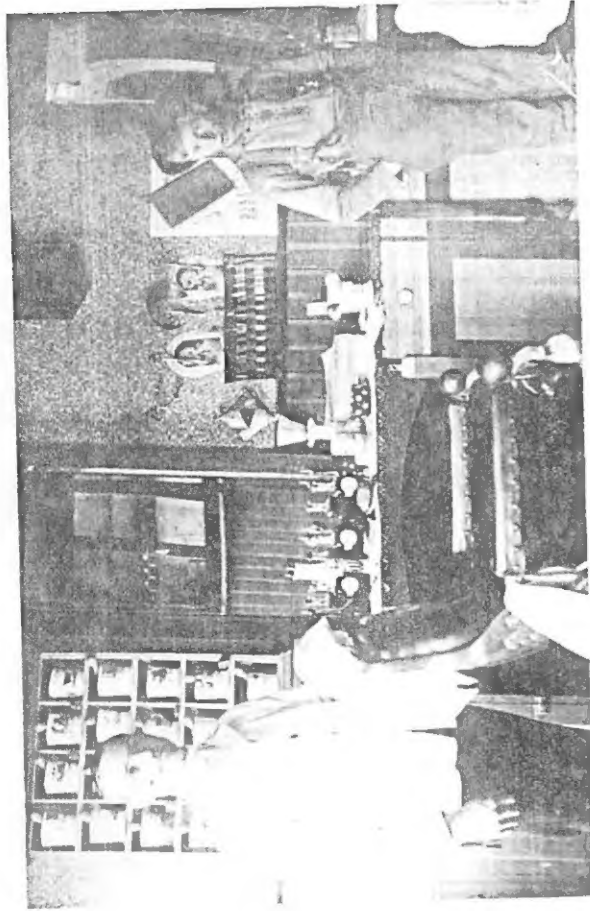
The front page of the first issue of "The Wasatch Wave" published March 23, 1889.

Assisting Mr. Buys in his publication efforts were George Barzee, Joseph A. Murdock, Ephraim McMillan, Dan McMillan and George A. Fisher who was the "printer's devil." Orilla Buys, the owner's eldest daughter, helped whenever possible. Charles Glanville also published the paper for a time.

In 1910 the Wave Publishing Company was sold to Charles N. Broadbent and his sons who owned the paper until 1939 when Frank Mountford purchased it. John Wallis had published it two years before this sale. The Mountford family still owns the paper, with James

Mountford, a son of Frank, as the publisher. Farrell Reynolds, a long-time employee of the firm, assists Mr. Mountford.

prideful



Arch Davis and his first barbershop in Heber.

Mountford, a son of Frank, as the publisher. Farrell Reynolds, a long-time employee of the firm, assists Mr. Mountford.

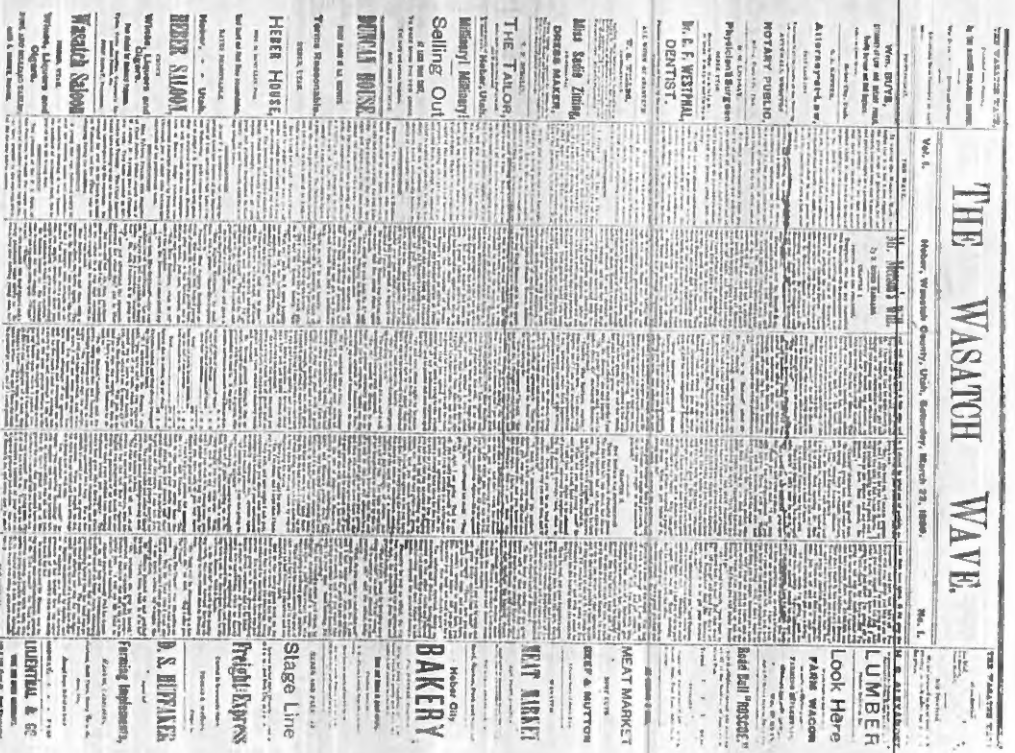
BARBERS

Barber shops also played their part in the business and service picture of the community. One of the best early barbers was A. L. Davis who operated a shop on "Hatch Row" for many years beginning in 1902. For sanitary reasons, each regular customer had an individual shaving mug and brush that bore his name in large gold letters and often had a picture suggesting his individual trade or business.

Another early barber, Frank Epperson, opened his shop in 1905 and served the community continuously for more than 50 years. Albert Dixon worked with him for many of those years. Early advertisements by Mr. Epperson were for 25c haircuts and 15c shaves.

Some of the barbers who have worked in Heber, either in their own shops or shops of others include Will Wheable, Roe Duke, Doris Dayton, Bill McNaughton, Gene Land, Homer Branderberg, Rone Moulton, Warren Hicken and a Mr. McDaniel who was always called "Mac."

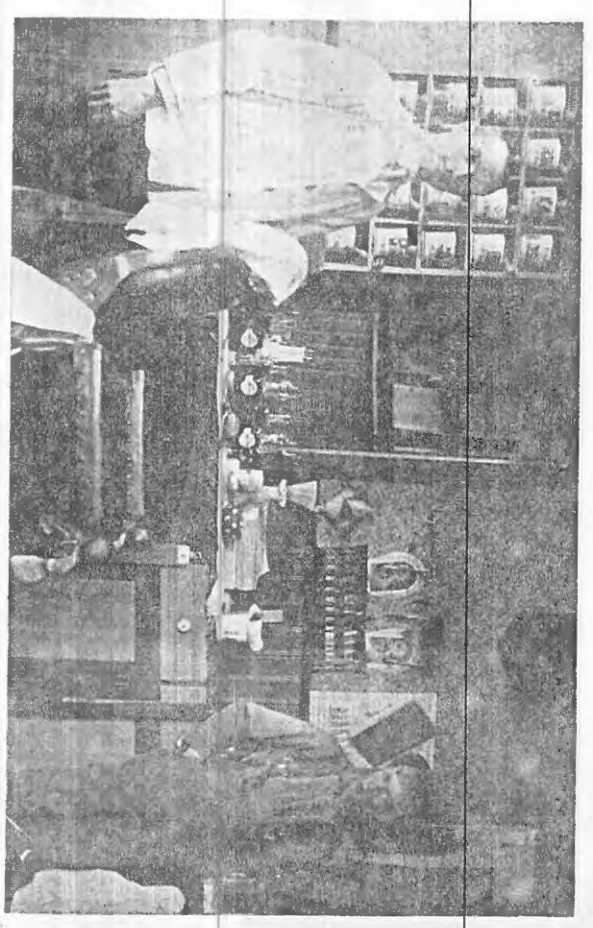
Those presently in business are Earl Dayton, Ramon Duke, Lyman Duke, Paul Probst and Rufus (Bood) Hicken.



The front page of the first issue of "The Wasatch Wave" published March 23, 1889.

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1972 *APV*

Wasatch News

Serving the Best Interests of Wasatch Co.

Established March 23, 1889

MEMBER

 **NATIONAL**
NEWSPAPER
Association - Founded 1885

Postage Paid at Heber City, Utah 84032

PUBLISHED EVERY THURSDAY

ENTER — HEBER CITY, UTAH 84032

F. MOUNTFORD, Publisher

REYNOLDS, Advertising Mgr.

Subscription Rate: \$4.50 PER YEAR IN COUNTY
OUT OF COUNTY — Payable in Advance

Telephone & Editorial Phone 654-1471

News Items: Annie L. Clyde - Ph. 654-1714

Advertising, Tuesday, 12:00 noon; School
5:00 p.m.; Social News, Monday, 5:00
news & classified ads, Tuesday, 12:00
Monday, 5:00 p.m. All deadlines ad-
when a holiday falls during the week.
TIME!

1975

Creative PRINTING Service



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SOCIAL
ANNOUNCEMENTS

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STATIONERY

•
BUSINESS CARDS

•
BROCHURES
AND
CIRCULARS

If you desire printing that is a little bit different than all the rest, we can do the job for you. Come in and see our samples.

WAVE PUBLISHING COMPANY

PHONE 654-1471

9 Jan 1975

U.S. POSTAL SERVICE
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION
(Required by 39 U.S.C. 3685)

1. TITLE OF PUBLICATION		2. DATE OF FILING	
Wasatch Wave		9/28/84	
3. FREQUENCY OF ISSUE		A. NO. OF ISSUES PUBLISHED ANNUALLY	
Weekly		52	
4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP Code) (Not printers)		B. ANNUAL SUBSCRIPTION PRICE	
675 West 100 South Heber City, Utah (Wasatch County)		\$10.00	
5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers)			
675 West 100 South Heber City, Utah 84032			
6. FULL NAMES AND COMPLETE MAILING ADDRESS OF PUBLISHER, EDITOR, AND MANAGING EDITOR (This item MUST NOT be blank)			
PUBLISHER (Name and Complete Mailing Address)			
Richard M. & Susan F. Buys 345 North 600 East Heber City, Utah 84032			
EDITOR (Name and Complete Mailing Address)			
Robert Hicken 260 North 600 West Heber City, Utah 84032			
MANAGING EDITOR (Name and Complete Mailing Address)			
Robert Hicken 260 North 600 West Heber City, Utah 84032			

7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed)

FULL NAME

PG-13 PICTURES Rerun

IDEAL THEATRE
HEBER CITY

NIGHTLY AT 7:15 & 9:15

A student bites a teacher. The school psychologist goes berserk. It's Monday morning at JFK High.

MGM/UA

FR

MONDAY IS KLVN NIGHT
TUESDAY IS BARGAIN NIGHT

THE LAST STARFIGHTER
DAILY: 5:40, 9:40
SAT., SUN.: 1:30, 5:40, 9:40

AND

GREMLINS
DAILY: 7:40
SAT., SUN.: 3:35, 7:40

THE EVIL THAT MEN DO
DAILY: 5:30, 7:30, 9:30
SAT., SUN.: 1:30, 5:30, 9:30

CHARLES BRONSON

STARTS FRIDAY

29 PM 9 00 \$

LIMITED CAPACITY

THE WASATCH WAVE.
Published every Saturday
By THE WAVE PUBLISHING COMPANY.
Vol. 1. No. 1. Heber, Utah, Saturday, March 23, 1889.

THE WASATCH WAVE.

Vol. 1. Heber, Wasatch County, Utah, Saturday, March 23, 1889. No. 1.

Wm. Buys,
ATTORNEY AT LAW AND NOTARY PUBLIC.
Livery Stable and Carriage.
Heber City, Utah.
R. A. KENNEDY,
Attorney-at-Law,
Heber City.

NOTARY PUBLIC.
Wm. Buys, Notary Public.
Heber City, Utah.

Dr. C. F. WESTPHAL,
DENTIST.
Heber City, Utah.
ALL WORK GUARANTEED.

W. S. WISSE,
Heber City, Utah.

Miss Sadie Zitting,
DRESS MAKER,
Heber City, Utah.

THE TAILOR,
Heber City, Utah.

Millinery! Millinery!
Selling Out
Heber City, Utah.

DUNCAN HOUSE,
Heber City, Utah.

HEBER HOUSE,
Heber City, Utah.

HEBER SALOON,
Heber City, Utah.

Wines, Liquors and Cigars.
Heber City, Utah.

Wasatch Saloon
Heber City, Utah.

Wines, Liquors and Cigars.
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Wasatch Saloon
Heber City, Utah.

Mr. Meeson's Will.
By J. A. KENNEDY.

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The Wasatch Wave
Utah Press Association Member
Established March 23, 1889

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Front page of first Wasatch Wave